

AMENDED IN SENATE APRIL 5, 2010

SENATE BILL

No. 1079

Introduced by Senator Walters

February 17, 2010

An act to ~~add Section 11085 to~~ *amend Section 14851* of the Government Code, relating to advertising.

LEGISLATIVE COUNSEL'S DIGEST

SB 1079, as amended, Walters. ~~State agencies: advertising agreements. Office of State Printing: paid advertisements: authorization.~~

~~Existing law requires a state agency, when preparing any notice, advertisement, or publication in any newspaper or other medium, to deliver the notice, advertisement, or publication to the Department of General Services for approval.~~

~~Existing law authorizes the Office of State Printing, within the department, which is responsible for all state printing, also known as the Office of State Publishing, to accept paid advertisements in materials printed or published by the state, except for paid political advertising.~~

~~This bill would specifically authorize a state agency to enter into an agreement to place paid advertisements, except for political advertising, on agency literature or publications. The bill would also provide that funds derived from the paid advertisements be available to the agency, upon appropriation by the Legislature, to fund agency operations the Office of State Printing to allow paid advertisements, except for paid political advertising, in materials printed or published by a state agency or vendor.~~

Vote: majority. Appropriation: no. Fiscal committee: yes.
State-mandated local program: no.

The people of the State of California do enact as follows:

1 SECTION 1. Section 14851 of the Government Code is
2 amended to read:

3 14851. (a) The Office of State Publishing may accept or
4 authorize paid advertisements in materials printed or published by
5 the ~~state office, a state agency, or a vendor,~~ except that the
6 department office shall not print ~~or~~, publish, or authorize paid
7 political advertising.

8 (b) The Office of State Publishing may print checks and other
9 printed matter necessary for the operation of any industry board
10 or state agricultural district board at the expense of the state.

11 (c) To reduce duplication of staff resources and to provide
12 consistency in the review for appropriateness of advertisements,
13 an agency of the state that was not authorized to accept paid
14 advertising in its publications before January 1, 2006, shall use
15 the services of the Office of State Publishing for all paid advertising
16 in its publications.

17 ~~SECTION 1. Section 11085 is added to the Government Code,~~
18 ~~to read:~~

19 ~~11085. (a) A state agency may enter into an agreement to place~~
20 ~~paid advertisements, except for political advertising, on agency~~
21 ~~literature or publications.~~

22 ~~(b) Funds derived from the placement of paid advertisements~~
23 ~~on agency literature or publications pursuant to this section shall~~
24 ~~be available to the agency, upon appropriation by the Legislature,~~
25 ~~to fund agency operations.~~